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ABSTRACT

The general purpose of the occupational analysis is to provide workable, basic information dealing with the many and varied duties performed in the wholesale florist occupation. The document opens with a brief introduction followed by a job description. The bulk of the document is presented in table form. Five duties are broken down into a number of tasks and for each task a two-page table is presented, showing on the first page: tools, equipment, materials, objects acted upon; performance knowledge (related also to decisions, cues and errors); safety--hazard; and on the second page: science; math-number systems; and communications (performance modes, examples, and skills and concepts). The duties include: buying and selling flowers, florist's greens, and florist's supplies and accessories; keeping records and inventories; establishing maintenance and delivery system; and promoting public relations. (BP)

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Occupational Analysis

CE004 175

WHOLESALE FLORIST

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Instructional Materials Laboratory
Trade and Industrial Education
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5146

AN ANALYSIS OF THE WHOLESALE FLORIST OCCUPATION

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Occupational Analysis
E.P.D.A. Sub Project 73402
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The Instructional Materials Laboratory
Trade and Industrial Education
The Ohio State University

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FOREWORD

The occupational analysis project was conducted by The Instructional Materials Laboratory, Trade and Industrial Education, The Ohio State University in conjunction with the State Department of Education, Division of Vocational Education pursuant to a grant from the U.S. Office of Education.

The Occupational Analysis project was proposed and conducted to train vocational educators in the techniques of making a comprehensive occupational analysis. Instructors were selected from Agriculture, Business, Distributive, Home Economics, and Trade and Industrial Education to gain experience in developing analysis documents for sixty-one different occupations. Representatives from Business, Industry, Medicine, and Education were involved with the vocational instructors in conducting the analysis process.

The project was conducted in three phases. Phase one involved the planning and development of the project strategies. The analysis process was based on sound principles of learning and behavior. Phase two was the identification, selection and orientation of all participants. The training and workshop sessions constituted the third phase. Two-week workshops were held during which teams of vocational instructors conducted an analysis of the occupations in which they had employment experience. The instructors were assisted by both occupational consultants and subject matter specialists.

The project resulted in producing one hundred two trained vocational instructors capable of condulting and assisting in a comprehensive analysis of various occupations. Occupational analysis data were generated for sixty-one occupations. The analysis inlcuded a statement of the various tasks performed in each occupation. For each task the following items were identified: tools and equipment; procedural knowledge; safety knowledge; concepts and skills of mathematics, science and communication needed for successful performance in the occupation. The analysis data provided a basis for generating instructional materials, course outlines, student performance objectives, criterion measures, as well as identifying specific supporting skills and knowledge in the academic subject areas.

PREFACE

This occupational analysis was undertaken with the end in view that every horticulture teacher should have available to him/her units of instruction on every phase of the horticultural field. The wholesale florist plays a major role in the industry and is a vital link in the chain from producer to ultimate consumer. The information put forth herein was derived not only from personal experience but also from many visits and dealings with several wholesalers. The main jobs of a wholesale florist are outlined and the tasks and sub-tasks for each job are analyzed. The size of a wholesale florist will vary greatly from one community to another, but the jobs and tasks are similar with only the number of personnel being different. The pursuance of this occupational analysis should give an instructor the basis for presenting the fundamentals of the wholesale florist industry.

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JOB DESCRIPTION

The wholesale florist buys and sells flowers, florist's greens, florist's supplies and accessories; and keeps adequate levels of inventory on all products sold. He/she also keeps records of sales purchases and performance records and files on all personnel. The wholesale florist maintains an efficient delivery system to keep in good standing with retailers. As a member of the community, he/she must also promote good public relations with suppliers and customers and comply with all federal, state and local regulations in reference to wages, Social Security, unemployment and industrial compensation. It is necessary to maintain all equipment, trucks, refrigerators, lighting, storage areas, display areas, and offices to perform and serve at top efficiency. To run an effective business, the wholesale florist establishes credit for both buying and selling; and prepares budgets for advertising, maintenance, payroll and other operations. He/she also joins and attends professional organizations and meetings.

Duty A Buying Flowers, Florist's Greens, Florist's Supplies and Accessories

1 Buy fresh cut flowers
2 Buy potted flowering plants
3 Buy foliage plants
4 Buy florist's greens
5 Buy supplies and accessories
6 Prepare advertising materials
7 Use various media of advertising such as direct mail, radio, T.V., newspapers

(TASK STATEMENT) BUY FRESH CUT FLOWERS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Calculators
Typewriters
Stationery and stamps
Freight rates for air and truck
Catalogs
Price lists
Telephone

PERFORMANCE KNOWLEDGE

Determine and compare current prices from selected catalogs

Examine quality of product, if inspection is possible

Determine demand for product

Determine seasonality of product

Order product

SAFETY – HAZARD

Safety: Use caution in connecting and disconnecting electric cords
Hazard: Potential for electric shock and burn

DECISIONS	CUES	ERRORS
Determine from which supplier purchase will be made	Price information; inspection of product availability of product	Inefficient use of funds Inferior product purchased
Determine selection of products to be purchased	Analysis of past sales records; projection of future sales trends; analysis of area market requirements; determination of season and holiday needs	Incomplete product mix
Determine quantity of each product to be purchased	Budget information, allowable expenditure, availability of product; perishability of product, projected sales	Waste

SCIENCE

MATH – NUMBER SYSTEMS

Basic Arithmetic Skills:
- Addition and subtraction of whole numbers
- Multiplication and division with whole numbers
- Addition and subtraction of decimal fractions
- Multiplication and division of decimal fractions
- Rounding off decimals and whole numbers
- Finding a percent of a number and what percent one number is of another

Knowledge of Monetary System

COMMUNICATIONS

Read: Price lists
- Freight rates
- Catalogs

Write: Purchase orders
- Order letters following principles of proper format and content

Speak: (telephone)
- Clarity of expression
- Appropriate diction
- Proper usage
- Perfect enunciation

(TASK STATEMENT) BUY POTTED FLOWERING PLANTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Calculators Typewriters Stationery and stamps Freight rates for air and truck Catalogs Price lists Telephone	Determine and compare current prices from selected catalogs Examine quality of product, if inspection is possible Determine demand for product Determine seasonality of product Order product	Safety: Use caution in connecting and disconnecting electric cords Hazard: Potential for electric shock and burn

DECISIONS	CUES	ERRORS
Determine from which supplier purchase will be made Determine selection of products to be purchased Determine quantity of each product to be purchased	Price information; inspection of product; availability of product Analysis of past sales records; projection of future sales trends; analysis of area market requirements; determination of season and holiday needs Budget information, allowable expenditure, availability of product; perishability of product; projected sales	Inefficient use of funds Inferior product purchased Incomplete product mix Waste

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
	Basic Arithmetic Skills: Addition and subtraction of whole numbers Multiplication and division with whole numbers Addition and subtraction of decimal fractions Multiplication and division of decimal fractions Rounding off decimals and whole numbers Finding a percent of a number and what percent one number is of another Knowledge of Monetary System	Read: Price lists Freight rates Catalogs Write: Purchase orders Order letters following principles of proper format and content Speak: (telephone) Appropriate diction Clarity of expression Proper usage Perfect enunciation

(TASK STATEMENT) BUY FOLIAGE PLANTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Calculators Typewriters Stationery and stamps Freight rates for air and truck Catalogs Price lists Telephone	Determine and compare current prices from selected catalogs Examine quality of product, if inspection is possible Determine demand for product Determine seasonality of product Order product	Safety: Use caution in connecting and disconnecting electric cords Hazard: Potential for electric shock and burn

DECISIONS	CUES	ERRORS
Determine from which supplier purchase will be made Determine selection of products to be purchased Determine quantity of each product to be purchased	Price information; inspection of product; availability of product Analysis of past sales records; projection of future sales trends; analysis of area market requirements; determination of season and holiday needs Budget information, allowable expenditure; availability of product; perishability of product, projected sales	Inefficient use of funds Inferior product purchased Incomplete product mix Waste

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
	Basic Arithmetic Skills: Addition and subtraction of whole numbers Multiplication and division with whole numbers Addition and subtraction of decimal fractions Multiplication and division with decimal fractions Rounding off decimals and whole numbers Finding a percent of a number and what percent one number is of another Knowledge of Monetary System	Read: Price lists Freight rates Catalogs Write: Purchase orders Order letters following principles of proper format and content Speak: (telephone) Clarity of expression Appropriate diction Proper usage Perfect enunciation

(TASK STATEMENT) BUY FLORISTS' GREENS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Calculators
Typewriters
Stationery and stamps
Freight rates for air and truck
Catalogs
Price lists
Telephone

PERFORMANCE KNOWLEDGE

Determine and compare current prices from selected catalogs

Examine quality of product, if inspection is possible

Determine demand for product

Determine seasonality of product

Order product

SAFETY – HAZARD

Safety: Use caution in connecting and disconnecting electric cords
Hazard: Potential for electric shock and burn

DECISIONS	CUES	ERRORS
Determine from which supplier purchase will be made Determine selection of products to be purchased Determine quantity of each product to be purchased	Price information; inspection of product; availability of product Analysis of past sales records; projection of future sales trends; analysis of area market requirements; determination of season and holiday needs Budget information, allowable expenditure; availability of product; perishability of product; projected sales	Inefficient use of funds Inferior product purchased Incomplete product mix Waste

SCIENCE

MATH – NUMBER SYSTEMS

Basic Arithmetic Skills:
- Addition and subtraction of whole numbers
- Multiplication and division with whole numbers
- Addition and subtraction of decimal fractions
- Multiplication and division of decimal fractions
- Rounding off decimals and whole numbers
- Finding a percent of a number and what percent one number is of another

Knowledge of Monetary System

COMMUNICATIONS

Read: Price lists
- Freight rates
- Catalogs

Write: Purchase orders
- Order letters following principles of proper format and content

Speak: (telephone)
- Clarity of expression
- Appropriate diction
- Proper usage
- Perfect enunciation

(TASK STATEMENT) BUY SUPPLIES AND ACCESSORIES

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Calculators Typewriters Stationery and stamps Freight rates for air, truck and U.P.S. Catalogs Price lists Telephone	Determine and compare current prices from selected catalogs Examine quality of product, if inspection is possible Determine demand for product Determine seasonality of product Order supplies and accessories	Safety: Use caution in connecting and disconnecting electric cords Hazard: Potential for electric shock and burns

DECISIONS	CUES	ERRORS
Determine from which supplier purchase will be made Determine selection of products to be purchased Determine quantity of each product to be purchased	Price information; inspection of product; availability of product Analysis of past sales records; projection of future sales trends; analysis of area market requirements; determination of season and holiday needs Budget information, allowable expenditure, availability of product, perishability of product; projected sales	Inefficient use of funds Inferior product purchased Incomplete product mix Waste

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
	Basic Arithmetic Skills Addition and subtraction of whole numbers Multiplication and division with whole numbers Addition and subtraction of decimal fractions Multiplication and division of decimal fractions Rounding off decimals and whole numbers Finding a percent of a number and what percent one number is of another Knowledge of Monetary System	Read: Price lists Freight rates Catalogs Write: Purchase orders Order letters following principles of proper format and content Speak: Clarity of expression Appropriate diction Proper usage Perfect enunciation

(TASK STATEMENT) PREPARE ADVERTISING MATERIALS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Typewriter
Advertising mat.
Drawing paper and pencils
Scotch tape
Thumb tacks
Scissors
Rubber cement
Mucilage
Drawing board
Telephone

PERFORMANCE KNOWLEDGE

Prepare copy (script) and layout for ads
Contact and correspond with media
Determine if media is available
Determine rate information
Submit copy to media
Instruct media on frequency, dates, time, etc.

SAFETY – HAZARD

Safety: Use caution in using rubber cement
Hazard: Potential for fire, burns

Safety: Use caution in using scissors
Hazard: Potential for personal injury–cuts, lacerations

Safety: Keep mucilage bottle closed
Hazard: Potential for inhaling, halucinogen

DECISIONS (con't.)	CUES (con't.)
Compose advertising message	Analyze product mix in stock, target market requirements, competition activity
Select "feature" items	Product stock level, perishability of product, profitability, seasonality of product, demand for product

DECISIONS	CUES	ERRORS
Determine need for advertising	Analysis of sales records, customer traffic, popularity of product	Target market not reached by advertising message
Determine advertising budget	Analysis of financial information, sales trends, competition activity	Inefficient use of funds
Select media to be used	Media rate information, media availability, media's capacity to reach (market) audience	
Allocate advertising requirements to various media	Analysis of advertising budget, market saturation ability of each media, availability of media	
Determine market target	Analyze customer demographics, geographic area, competition activity	

SCIENCE

MATH – NUMBER SYSTEMS

Ratio and proportion

Geometric constructions

COMMUNICATIONS

Interpret: Usage of propaganda devices
Usage of emotional appeals
Usage of proper readership levels
Usage of logic
Usage of good, proper vocabulary
Usage of persuasive language

Read: Layout as presented

(TASK STATEMENT) USE VARIOUS MEDIA OF ADVERTISING SUCH AS DIRECT MAIL, RADIO/T.V., NEWSPAPER

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Writing paper, pencils, pens Drawing paper, pencils, pens Price rates for advertising in various media Drawing board Telephone	Prepare copy (script) and layout for ads Contact and correspond with media Determine if media is available Determine rate information Submit copy to media Instruct media on frequency, dates, time, etc.	

DECISIONS	CUES	ERRORS
Determine need for advertising	Analysis of sales records, customer traffic, popularity of product	Target market not reached by advertising message
Determine advertising budget	Analysis of financial information, s trends, competition activity	Inefficient use of funds
Select media to be used	Media rate information, media availability, media's capacity to reach (market) audience	
Allocate advertising requirements to various media	Analysis of advertising budget, market saturation ability of each media, availability of media	
Determine market target	Analyze customer demographics, geographic area, competition activity	

DECISIONS (con't.)	CUES (con't.)
Compose advertising message	Analyze product mix in stock, target market requirements, competition activity
Select "feature" items	Product stock level, perishability of product, profitability, seasonality of product, demand for product

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
	Ratio and proportion Geometric constructions	Read: Orders for advertising layout Interpret: Layouts for newspaper Scripts for radio/T.V. Letter composition for direct mail

Duty B Selling Flowers, Florist's Greens, Florist's Supplies and Accessories

1 Sell by telephone (established customers)
2 Sell from the floor
3 Solicit new accounts by telephone
4 Identify merchandise sold

(TASK STATEMENT) SELL BY TELEPHONE (ESTABLISHED CUSTOMERS)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Telephone Order blanks Price list Pen, pencil	Call customer Identify and name merchandise used by customer Describe and promote new merchandise Give all necessary information Write order, arrange delivery Process paper work	

DECISIONS	CUES	ERRORS
Determine which customers to call	Analysis of past sales records of customer; customer inquiries for information; new market information	Loss of potential sales and/or customers Customer dissatisfaction
Determine which merchandise to	Analysis of past sales records of customer; customer inquires, related merchandise lines	Failure to achieve positive sales results in answer to objections

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
	Addition and subtraction of whole numbers Multiplication and division of whole numbers Addition and subtraction with decimal fractions Multiplication and division of decimal fractions	Speak: Use clairty of speech, good diction, proper enunciation; persuasion Listen: Handle customers' complaints and objections with poise, dignity and diplomacy

(TASK STATEMENT) SELL FROM THE FLOOR

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Order forms Billing machine Pen, pencil Price lists Merchanidse	Greet customer Determine customer's wants and needs Show customer merchandise Help customer make decision Write order on billing machine Wrap merchandise Collect or have customer sign	

DECISIONS	CUES	ERRORS
Determine customer needs Determine related products of interest (possible) to customer	Analyze past sales records; customer inquiries; related product lines Use past sales; manufacturer suggestions; creative selling techniques	Lost sales Customer dissatisfaction Selling inadequate products for customer's intended use

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
	Addition and subtraction with whole numbers Multiplication and division with whole numbers Addition and subtraction of decimal fractions Multiplication and division of decimal fractions	Speak: Use clarity of speech, good diction, proper enunciation; persuasion Listen: Handle customer's objections with poise, dignity, respect and diplomacy Try to understand customer's desires and fulfill them

(TASK STATEMENT) SOLICIT NEW ACCOUNTS BY TELEPHONE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Directory of potential customers Telephone directory F.T.D. directory Teleflora directory Florafax directory Order blanks Price lists Pen, pencil	List names of potential customers and call each name on list Greet customer; Identify self; Explain purpose of call; Describe the kinds of merchandise offered for sale; Answer questions; Explain delivery system and how to establish credit; Invite potential customer to visit place of business; Thank potential customer for their time Follow-up first call in a few days or week Greet customer: Identify self; Explain reason for call; Inform potential customer that credit rating was investigated and found satisfactory; Extend a second invitation to visit or call; Thank.	

DECISIONS	CUES	ERRORS

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
Behavioral Science	Addition and subtraction of whole numbers Multiplication and division with whole numbers Addition and subtraction of decimal fractions Multiplication and division of decimal fractions	Speak: Use clarity of speech, good diction, proper enunciation, persuasion Listen: Handle customer's objections with poise, dignity, respect and diplomacy Try to understand customer's desires and fulfill them

(TASK STATEMENT) IDENTIFY MERCHANDISE SOLD (FLOWERS, GREENS, SUPPLIES, ACCESSORIES)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Plant keys Pictures	Distinguish between perishable and non-perishable flowers and greens (fresh and artificial flowers and greens, dried flowers) Identify and name flowers and greens (fresh and artificial flowers and greens, dried flowers) Identify supplies and accessories	Safety: Always handle ceramics and glass merchandise carefully to prevent breaking Hazard: Potential of injury, cuts, lacerations Safety: Always handle knives and scissors carefully Hazard: Potential of injury, cuts, lacerations Safety: Always handle aerosols carefully Hazard: Potential of injury, breathing fumes; damaged goods

DECISIONS	CUES	ERRORS
Determine positive correct identification and usage of products	Use learned principles; pictures, information, etc.	Incorrect information

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
Plant science and plant identification		Read and comprehend: Botanical or plant keys Explain: Identifications of criteria

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Duty C Keeping Records and Inventory

1 Establish inventory control system
2 Maintain sales records
3 Maintain purchase records
4 Keep performance records and personal files on all personnel
5 Maintain payroll records and files on laws governing wages, unemployment and other compensation
6 Prepare budget (advertising, operation, maintenance, insurance)
7 Locate sources of and secure credit

(TASK STATEMENT) ESTABLISH INVENTORY CONTROL SYSTEM

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Files File folders File index Pencils Pens Typewriter Printed inventory forms Calculating machine	Determine information needs to be provided by system Construct information retrieval system Purchase or construct inventory forms Fill in forms for each daily purchase Total daily purchases Deduct total daily sales from total stock level (for each item) File inventory sheets in pre-determined order	Safety: Connecting, disconnecting electric cords of business machines Hazard: Potential electric shock

DECISIONS	CUES	ERRORS
Decide type of system to be constructed	Analysis of sales information available; retrieved information required; time and work availability	Inaccurate information retrieved Unusable information retrieved Inefficient use of time and work hours

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
	Addition and subtraction of whole numbers	Read: Invoices of incoming merchandise Comprehend: Categories of merchandise to be placed on inventory sheets

(TASK STATEMENT) MAINTAIN SALES RECORDS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
Files File folders File index Calculating machines Pens Pencils Printed forms	Total sales receipts daily or weekly for each salesman, use completed sales forms Total sales receipts daily or weekly for entire sales operation; use completed sales forms File recapitulated sales receipts Enter sales totals on appropriate accounting forms	Safety: Connect, disconnect business machines Hazard: Potential for electrical shock

DECISIONS	CUES	ERRORS
Decide if total should be taken weekly or daily	Analysis of information needs, time available	Inaccurate records Inefficient maintenance

SCIENCE	MATH - NUMBER SYSTEMS	COMMUNICATIONS
	Addition and subtraction of whole numbers	Read and comprehend: Daily sales invoices Interpret: Terminology and code numbers on invoices

(TASK STATEMENT) MAINTAIN PURCHASE RECORDS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Files File folders File index Calculating machines Pens Pencils	Total purchase receipts daily or weekly using special forms for each salesperson and for entire sales operation File recapitulated purchase receipts Enter totals on appropriate accounting forms Calculate discounts on purchases Inspect customer agreements	Safety: Connect, disconnect electrical cords on business machines Hazard: Potential electrical shock

DECISIONS	CUES	ERRORS
Decide if total should be taken weekly or daily	Analysis of information needs; time available	Inaccurate records Inefficient maintenance

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
	Addition and subtracion of whole numbers Multiplication and division with whole numbers Rounding off decimals and whole numbers Finding a percent of a number and what percent one number is of another	Read and comprehend: Invoices of purchases Interpret: Terminology and discount rates

(TASK STATEMENT) KEEP PERFORMANCE RECORDS AND PERSONAL FILES ON ALL PERSONNEL

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Files File folders File index Pens Pencils Typewriter	Keep records on absenteeism and tardiness and promptness of each employee Make evaluation reports of all personnel Integrity; enthusiasm for work; knowledge of job; aggressiveness in adapting to changed conditions; ability to accept supervision Put reports on file	

DECISIONS	CUES	ERRORS
Make accurate report	Analyze employee performance Consider supervisor's opinion	Inaccurate reports Incomplete reports

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
Behavioral Science		Read and comprehend: Orders for daily duties Memos to call customers Speak: Conversation with customers, employer and other employees emphasizing: Poise; Diction; Enunciation; Persuasion; Vocabulary; Clarity of Expression Listen: Customer needs, desires and complaints Politeness; Courtesy; Consideration

(TASK STATEMENT) MAINTAIN PAYROLL RECORDS AND FILES ON LAWS GOVERNING WAGES, UNEMPLOYMENT AND OTHER COMPENSATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Files File folders File index Calculating machine Pens Pencils Payroll checks Check machine	Calculate each employee's pay, include social security and witholding tax (federal, state, city) Calculate tax to be paid–federal, state and city Calculate insurance to be paid–unemployment, state industrial, health and accident File records of each category Add new material pertaining to new laws, etc. in file	Safety: Connect and disconnect electric cords on machines Hazard: Potential shock from electric c[illegible]
	DECISIONS	**CUES** / **ERRORS**
	Implied	Application of specific mathematics in each case Over-expenditure for wages Incomplete information files Investigation by government agencies Inaccurate records

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
	Addition and subtraction of whole numbers Multiplication and division with whole numbers Addition and subtraction of decimal fractions Multiplication and subtraction of decimal fractions Rounding off decimals and whole numbers Finding a percent of a number and what percent one number is of another	Read and comprehend: Laws, rules, regulations concerning wages Interpret: Terminology and scales

(TASK STATEMENT) PREPARE BUDGET (ADVERTISING, OPERATION, MAINTENANCE, INSURANCE)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Advertising rates (newspaper, radio/T.V.) Tax rates (vendor's license, real estate, vehicle license) Utility rates Calculating machines Pens, pencils Files File folders	Allocate money for advertising (newspaper, radio/T.V.) Allocate money for operation Payroll; vehicles; utilities; donations, repairs Allocate money for taxes, licenses–federal, state, city Allocate money for insurance–liability; fire, theft, wind, water, etc.; automobile File all allocations in proper place	Safety: Connect and disconnect electric cords on machines Hazard: Potential for electric shock, burn

DECISIONS	CUES	ERRORS
Implied	Analysis of financial position, priorities for allocations, money needs of each item	Misappropriations of money Unbalanced finances

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
	Addition and subtraction of whole numbers Multiplication and division with whole numbers Addition and subtraction of decimal fractions Multiplication and division of decimal fractions Rounding off decimals and whole numbers Finding a percent of a number and what percent one number is of another	Read and comprehend: Printed schedules and rates on advertising, taxes, regulations Interpret: Terminology of regulations

(TASK STATEMENT) LOCATE SOURCES OF AND SECURE CREDIT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Credit files File cards Membership in credit bureau Pen, pencil Telephone	Establish credit for new customer Check place of employment; check credit bureau, check bank on which checks are written Make out credit file card Check file card for old customer	

DECISIONS	CUES	ERRORS
Decide which customers can apply for credit Determine if credit rating is acceptable to extend credit	Customer's purchasing power and stock needs Information received; Standards set by company	Loss of revenue through poor credit risks

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
	Addition and subtraction of whole numbers Multiplication and division with whole numbers	Read and comprehend: Printed material from credit bureau Speak: Use telephone to call credit bureau Listen: Reports from credit bureau on new customer on telephone

Duty D Establishing Maintenance and Delivery System

1. Make up, package and bill customer orders
2. Deliver customer orders
3. Pick up flowers and supplies from freight terminals
4. Place incoming flowers in water
5. Place incoming supplies on shelves or storage
6. Clean and maintain sales, storage and refrigeration areas
7. Check oil, water and gasoline levels and tire inflation of delivery vehicle
8. Repair electrical components, replace parts, clean and oil electric motors

(TASK STATEMENT) MAKE UP, PACKAGE AND BILL CUSTOMER ORDERS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Tables, counters, other plane surfaces Wrapping paper Boxes Cord, stapler Address labels Billing machine Crushed ice for roses Knife	Assemble merchandise on customer's order Wrap or pack in box Label or address package or box Write invoice Send invoice to proper channels Mail package (if not deliverable)	Safety: Do not spill water, ice or leaves on floor Hazard: Personnel and customers could slip and fall Safety: Use caution when using knife to cut cord Hazard: Potential cuts

DECISIONS	CUES	ERRORS
Determine which methods to wrap (or ship)package	Customer instructions Size and fragility of order	Incorrect billing Improper packaging, causing damaged goods

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
	Basic Arithmetic Skills Addition and subtraction of whole numbers Multiplication and division with whole numbers Addition and subtraction of decimal fractions Multiplication and division of decimal fractions Finding a percent of a number and what percent one number is of another Geometric construction Knowledge of Monetary System	Read: Customer orders Interpret: Delivery route to send orders

(TASK STATEMENT) DELIVER CUSTOMER ORDERS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Truck(s) City directory Florist's directory Credit card for gas and oil Order forms	Load truck (first delivery loaded last, last delivery loaded first) Follow delivery route Make delivery to customer at proper designated area Unload order carefully Have customer sign for order Collect for C.O.D. order Take order for future delivery Pick up damaged or inferior materials	Safety: Drive carefully and defensively Hazard: Careless driving, accident Safety: Observe traffic laws Hazard: Violation of traffic laws, citation Safety: Careful handling of perishables Hazard: Perishables can be damaged, refusal of order, personal injury

DECISIONS	CUES	ERRORS
Determine best delivery route	Analyze map information, time and distance information; consider customer store hours	Imprompt deliveries Inefficient use of truck mileage
Determine priority orders (rush)	Instructions from manager Read "Rush" labels on boxes and packages	Disregard instructions and labels

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
	Knowledge of Monetary System	Read: Addresses on orders Interpret: Location of addresses Use tact and diplomacy in handling customer complaints

(TASK STATEMENT) PICK UP FLOWERS AND SUPPLIES FROM FREIGHT TERMINALS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
Truck(s) Credit card for gas and oil	Load truck Sign for materials picked up Pay for materials if C.O.D.	Safety: Drive carefully observing traffic laws Hazard: Careless driving, accident Safety: Careful handling of perishables and fragile goods Hazard: Careless handling, personal injury, damaged merchandise

DECISIONS	CUES	ERRORS
Determine whether proper material is picked up	Material description; freight terminal instructions	Imprompt pick-up Pick up wrong material

SCIENCE	MATH -- NUMBER SYSTEMS	COMMUNICATIONS
	Knowledge of Monetary System	Read: Orders to pick up merchandise Interpret: Identify the quantity of merchandise to pick up

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(TASK STATEMENT) PLACE INCOMING FLOWERS IN WATER

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Containers Water hose Knife or other cutting devices	Fill containers with water Remove flowers from shipping container Cut off stem ends Place flowers in containers Put flower filled containers in refrigerated area Arrange flower-filled containers in refrigerated areas in rows for easy access Check invoice against contents of shipping containers	Safety: Do not lift heavy containers of shipped flowers or flower-filled display containers from a bending position Hazard: Potential back injury, rupture Safety: Use caution in cutting stems of flowers Hazard: Personal injury by cutting Safety: Do not spill water on floor Hazard: Potential fall resulting in personal injury

DECISIONS	CUES	ERRORS
Implied–application of procedure		Flowers not fresh Incomplete shipments go unnoticed

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
Forces acting on a body immersed or floating in a liquid	Determination of area and volume of cylinders	Read: Packing slips on shipped merchandise

(TASK STATEMENT) PLACE INCOMING SUPPLIES ON SHELVES OR STORAGE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Hand trucks Knife or other cutting device Price tags, machines Invoices Tin snips Pliers Marking pens, pencils	Wheel cartons of supplies to display area Open cartons Check content of container against invoice Remove contents of container and price Place merchandise on display Place merchandise in storage Mark containers for content when placing in storage	Safety: Do not lift heavy cartons from bending position Hazard: Potential back injury, rupture Safety: Use caution in using cutting tools Hazard: Potential injury to hand Safety: Do not drop fragile merchandise Hazard: Potential injury from broken glass, ceramics, etc.

DECISIONS	CUES	ERRORS
Quantity to be displayed	Consider display area size, customer needs	Empty shelves on display Loaded storage area Storage area, uneasy access
Determine which merchandise to be displayed in most prominent location	New line	Overestimate customer's acceptance

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
	Basic Arithmetic Skills Addition and subtraction of whole numbers Multiplication and division with whole numbers Addition and subtraction of decimal fractions Multiplication and division with decimal fractions Finding a percent of a number and what percent one number is of another Knowledge of Monetary System	Read: Instructions for unpacking Interpret: Some items may need assembling Verbal orders: How much merchandise to display

(TASK STATEMENT) CLEAN AND MAINTAIN SALES, STORAGE AND REFRIGERATION AREAS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Brooms Cleaning compounds Dust pans Light bulbs Dust cloths	Sweep floors in sales, storage and refrigeration areas Dust shelves in display area Dust merchandise on shelves Replace burned out light bulbs Check and adjust refrigeration control Clear old items from shelves and refrigerated area	Safety: Keep floors cleared of debris and keep them dry Hazard: Potential injury from falling Safety: Use caution when replacing light bulbs Hazard: Electrical shock Safety: Handle fragile displayed merchandise carefully Hazard: Cuts and other injury Safety: Always disconnect circuit and lock out breaker before working on electrical components Hazard: Electrical shock

DECISIONS	CUES	ERRORS
Determine which items should be discarded	Consideration of damaged to item, age of item, code dating of package, observation of item	Unsightly, unsanitary place of business Waste through spoilage
Determine if slow moving items should be displayed in a more prominent area	Location at back of shelf—larger items displayed in front of slow moving items	

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
		Always inform other personnel when working on electrical components

(TASK STATEMENT) CHECK OIL, WATER AND GASOLINE LEVELS AND TIRE INFLATION OF DELIVERY VEHICLE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Tire inflation gauge Funnel Sprinkling can	Check oil level Check water level Check gasoline level Check tire inflation	Safety: Do not check water level in radiator if it is boiling over Hazard: Potential for scalding Safety: Do not check gasoline level through the opening where it is filled while smoking. Check instrument on dashboard Hazard: Potential for explosion and fire Safety: Do not check tire inflation unless brakes are set Hazard: Potential for truck to move and cause injury

DECISIONS	CUES	ERRORS
Implied–application of procedure		Unsafe vehicle

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
Relationship of force to distortion in an elastic body		Read and comprehend order to check vehicle oil, water and gas levels Read and comprehend vehicle maintenance manual

(TASK STATEMENT) REPAIR ELECTRICAL COMPONENTS, REPLACE PARTS, CLEAN AND OIL ELECTRIC MOTORS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Screwdriver Pliers Electrical tape Oil and oil can Knife Step ladder Buss fuses Cartridge fuses Assorted gauges electrical wire Vacuum cleaner Brush Air compressor and hose	Clean and oil electric motors Repair wiring on electric motor Repair electric switch Replace electric switch Replace light fixture Install electric motor Replace burned out fuse Replace or adjust v-belts	Safety: Do not work on any electrical components without first disconnecting circuit and lock out breakers Hazard: Potential for electrical shock and burns Safety: Do not stand on wet floor while working on electrical component Hazard: Potential for electrical shock Safety: Set step ladder firmly before using Hazard: Potential for falling, injury Safety: Use elctrical tape where required Hazard: Fire and short circuits

DECISIONS	CUES	ERRORS
Implied–application of procedure		Unsafe motors Damage due to insufficient maintenance

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
Simple machines used to gain mechanical advantage Magnetic fields of force Transfer of energy from one form to another	Measures of length Measure of time and speed (Example: time-seconds, minutes, etc., speed-feet per minute, R.P.M., etc.)	Read and comprehend: Order to repair or replace electrical component Interpret: Location and identity of electrical component

Duty E Promoting Public Relations

1 Attend professional organization meetings
2 Invite customers to open house at holiday seasons
3 Foster neat appearance of all sales personnel
4 Maintain delivery vehicle with unique and attractive name and advertising design

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(TASK STATEMENT) ATTEND PROFESSIONAL ORGANIZATION MEETINGS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
List of professional organizations Schedule of meeting dates **Telephone**	Send in reservation for meeting Set up meeting room (if an officer) Conduct meeting (if president) Arrange for speaker (if on committee) Participate in meeting	Safety: Drive carefully to meeting, observing traffic rules and regulations Hazard: Accident on way to meeting

DECISIONS	CUES	ERRORS
Which meetings to attend	Analyze schedule, available transportation, interest level	Lack of knowledge provided by these meetings

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
Behavioral Science		Acknowledge invitation to meeting Return properly filled in forms Call on telephone confirming Write a letter clearly stating attendance/unattendance Use telephone Invite others to meeting Arrange for a guest speaker Set up committee meeting

(TASK STATEMENT) INVITE CUSTOMERS TO OPEN HOUSE AT HOLIDAY SEASONS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Complete list of customers and addresses List of potential customers Printed invitations, envelopes All merchandise properly displayed and priced Parking lots reserved Supply of order blanks	Display fresh flowers Display artificial flowers Display ceramic and glass wares Display seasonal novelties Display seasonal greens Display seasonal ribbons Display made-up arrangements Send invitations to selected customers Advertise open house information	Safety: Keep aisles clear in all display areas Hazard: Guests could fall–liability Safety: Electric cords on display are connected properly Hazard: Shock possibility–liability Safety: Keep floors in cut flower display area dry Hazard: Guests could slip and fall–liability Safety: Keep store well lighted Hazard: Guests could bump into displays–damage

DECISIONS	CUES	ERRORS
What to display How to display Which customers to invite Determine which season of the year is most profitable	Consider season, customer interest Consider display techniques, available space Consider past sales to that customer, other possible criteria Consider seasonal sales peaks	

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
Behavioral Science	Basic Arithmetic Skills Addition and subtraction of whole numbers Multiplication and division with whole numbers Finding a percent of a number and what percent one number is of another Knowledge of Monetary System	Read: Orders to promote sales Interpret: Orders for sales promotion Assembly directions on displays Use persuasion, propaganda devices, emotional appeals, poise, logic, good vocabulary

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(TASK STATEMENT) FOSTER NEAT APPEARANCE OF ALL SALES PERSONNEL

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Supply of clean uniforms Clean restrooms Clean mirrors	Practice good grooming Hair well groomed Clothing neat and clean Shoes polished Clean fingernails Personal hygiene	Safety: Neat, clean uniforms zipped or buttoned Hazard: Torn, sloppy uniforms can cause accidents Safety: Proper foot covering Hazard: Sandals, etc. not protective for falling objects

DECISIONS	CUES	ERRORS
Implied		Set bad example Employ ill-groomed personnel

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
Behavioral Science		Read: Orders to greet customers pleasantly and politely Orders to assist customers Interpret: Approach customer by name if possible, smile and use a pleasant tone of voice, be alert to help and assist customers

(TASK STATEMENT) MAINTAIN DELIVERY VEHICLE WITH UNIQUE AND ATTRACTIVE NAME AND ADVERTISING

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Truck(s) Sponges, chamois Pails Hoses Cleaning compound, wax, polish	Wash truck(s) Polish or wax truck(s) Keep paint coated	Safety: Keep windshield clean Hazard: Poor visibility, accidents Safety: Keep brakes adjusted Hazard: Bad brakes, accidents Safety: Check oil and water levels Hazard: Poor maintenance, costly repair

DECISIONS	CUES	ERRORS
Implied		Poorly maintained fleet

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
Behavioral Sciences		Read: Orders to keep vehicle cleaned and polished Interpret: Wash and wax as often as needed according to weather conditions